TIME: 9:59
DATE: 11/18/53
SPONSOR: ALBERTS
SOLICITOR: V.L.G. JHD

READ SLOWLY
BUT WITH
WARMTH

Alberts new shipment of date dresses are JUST what YOU'LL need for a gay round of parties over Thanksgiving. Featuring ~~NEW~~ ORIGINAL necklines and BACK INTEREST, ALBERTS new DRESSES will give YOU all the CHIC that the DRESSIEST occaision demands. REASONABLY PRICED from $ 25.00 - $49.95, these lovely dresses come in satin, moirre, taffeta, poie de soie, and faille. Alberts will be able to fit you, large or small, in sizes 7 thru 16 ~~7 thru 16~~, in a BRIGHT ARRAY OF COLORS...Featuring ice blue, navy, peacock, royal, red, champagne, and black. Alberts is open EVERY MONDAY for YOUR convenience, and is ~~a short~~ right on the edge ~~NO walking distance from the~~ campus.

So whether you're WALTZING AT THE WALDORF or ducking into CHARLIE'S for a ham on rye, you'll look SWEET AND NEAT in a dress from ALBERTS. // You are tuned to 600 the voice of Smith College, WCSR, Northampton.

announcer's signiture
Bob Barbour